

PROMOTION AND ADVERTISING PLAN

Your firm has been hired to develop and market a concept for a new GUM for Wrigley's. This must be a product which is not presently in the market place. Wrigley's is a wholesome chewing gum company and wants their campaign to reflect well upon that image. You are expected to plan a comprehensive advertising strategy for this new gum. Creative teams must supply the following:

1. A 30-second television commercial (DVD format) promoting the gum. A prototype must appear in the commercial. Groups may use as many "actors" as needed.
2. A 30-second radio commercial recorded on a DVD format which blends in well with the television theme.
3. An 8 ½ X 11 inch flyer promoting the new product. It may be either black and white or color. You may use any program appropriate, but I don't have a color printer.
4. A logo design, which must be pasted to a standard 8 ½ X 11 inch piece of paper for presentation. It may be black and white, color, hand-drawn, or computer generated. Once again, any program may be used.

STIPULATIONS

*Participating groups must consist of no more than three people.

*Groups will have 2 weeks to complete the project.

*Participants are welcome to work at any time of day desired and are free to use all available technologies.

SCORING

*Judges will score each campaign based on the following component percentages:

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|----|------------------------------------|-----|-------------|
| 1. | Television commercial | 25% | (75 points) |
| 2. | Radio commercial | 20% | (50 points) |
| 3. | Flyer | 20% | (25 points) |
| 4. | Logo design | 20% | (25 points) |
| 5. | Overall effectiveness/cohesiveness | 15% | (10 points) |

*PROJECTS WILL NOT BE ACCEPTED AFTER Tuesday the 6th of January.